PROJECT#1 VOC -BUDGETING FOR PUBLIC SAFETY PROJECT CHARTER

Project Name:

Improving Public Safety through Neighborhood Involvement Southeast Project #1

Project Charter Date:

October 28, 2013

Version #:

1.1

1.0 Project Background:

Project Background and Community Impact

The practices of Civic Engagement have been proven to increase neighbor/community involvement, clarify community concerns, and impact community issues such as Public Safety. The Southeast Quadrant seeks to increase the number of Civic Engagement opportunities. During these public engagements, we will encourage, educate, recruit, and partner with the Rochester Police Department, to address issues impacting citizens in Southeast Rochester. These events will be public forums for developing relationships, community networking, learning/teaching, open discussion, community beautification, and community volunteering.

Public Safety will be improved through this project with the use of three different Civic Engagement techniques to encourage community participation:

- 1. Hold public forums, lectures, and discussions on Community Traffic Calming Concerns in Southeast Rochester, leading to implementation of traffic calming tools in Southeast Rochester. We will work with the City of Rochester's Traffic Calming Program and the Traffic Enforcement Section of the RPD Special Operations Department.
- 2. Improve neighborhood public landscapes, streetscapes, street lighting and gateways via community led "Enhancement Projects" to improve safety.
- 3. Increase the number of public social opportunities for community networking, community feedback, group discussions, positive interaction with RPD, strengthening existing(and develop new) block clubs, by holding local family events, including free public family movie nights, block club events, community group meetings, National Night Out, health fairs, community park/beautification celebrations and community holiday celebrations.

TRAFFIC CALMING

Traffic calming in the Southeast is a major concern to neighbors and families who are dealing with speeding and/or inappropriate oversized vehicles cutting through residential streets. The Highland Park Neighborhood has worked extensively on traffic calming near Ellwanger Barry Park, a pocket park in a residential area that is used primarily for young children. They have achieved some success but they and other neighborhoods in the SE have issues concerning traffic calming.

- Media Communication and Marketing Campaigns to calm neighborhood traffic
- Community Education Events (e.g. Public Speakers, Community Meetings, and Public Forums
- Targeted Radar Traffic Monitoring
- Installation of Speed Humps
- Increased Traffic Signage (e.g. "Children at Play," "Local Traffic Only", "Weight limit")
- Boulevart- painting crossings to give focus to slowing down

Neighborhood Enhancement

According to the National Crime Prevention Council, Crime Prevention through Environmental Design (CPTED) a community will gain:

- Opportunities to play meaningful roles in community crime prevention
- Improved sense of security and quality of life through reduced fear of crime
- Fewer crimes committed in neighborhoods, fewer victimizations of residents
- Increased interaction among residents and stronger neighborhood bonds
- New crime prevention and problem-solving skills and enhanced knowledge of city government agencies and other resources
 - > Awareness of street lighting so neighbors contact the city when lights are out
 - > Encouraging homeowners and tenants to use lighting around the property
 - Creating green space for gardens (e.g. Micro Gardens, Vegetable Gardens, Teaching Gardens, etc.) and gathering spaces for safe activities
 - Community Gateway Improvements (e.g., Flower pots," Welcome to Neighborhood" Signage, etc.)
 - Park and neighborhood cleanup days

Community Outreach

To support the initiatives expressed above and other projects that will developed by SE residents to create healthy, safe neighborhoods one block at a time. Establishing sustainable block clubs will help address neighbor concerns and increase safety through participation. It takes time to build trust among neighbors and to find common ground for goals and objectives for the group, particularly when some rentals cause transience. Established block clubs will support other neighborhoods in the development of block clubs by educating, networking, encouraging open discussion, expanding leadership and the volunteer base.

The desired outcomes for OUTREACH are as follows:

- To create a community-based model of prevention and increased safety through education and activism, e.g. teaching residents how to report street lights needing repair and street and sidewalk problems, which then translates to productive relationships between residents and City to solve problems
- To encourage the development of positive relationships between residents and RPD.
- To heighten community awareness of the resources available to protect themselves.
- To support neighborhood leadership
- To create community ownership and engagement.

Community Outreach can be block parties, beautification projects, and community movie night to bring families and communities together for a common social gathering. As part of the event there will be opportunities for community sharing, health fairs, safety talks and recognition of volunteers.

Project Sustainability

After the first year of planning and implementation, we believe this multi-faceted, holistic approach to Civic Engagement will be able to continue with shared community group costs, increased volunteer hours, and fundraising through multiple local, municipal, and Federal grants for Community Civic Engagement.

2.0 Project Goal:

Southeast neighborhood representatives seek to:

- Improve unsafe traffic flow and speeding challenges in residential neighborhoods
- Enhance neighborhoods and leverage individual efforts at improving public safety
- Support safety initiatives by bolstering community involvement and organization on the blocks to create sustainable community led programs to increase Public Safety:

3.0 Project Description:

<u>Traffic Calming:</u> Neighborhood activist and block clubs will work with other community stakeholders to hold community events that will educate residents and drivers about traffic safety issues. This will be accomplished by having educational events, campaigns, and demonstration that involve the community in creative and fun ways.

- Roving A-frame (sandwich board) signs placed on sidewalks and right-of-ways to raise the issue in drivers' bikers' and pedestrians' minds. Changing locations to increase awareness.
- Traffic calming activity
 - Cones will be placed in areas of residential roads to temporarily slow traffic and raise awareness
 - A-Frames with a phrase- RESIDENTS AT PLAY, or, CHILDREN AND PETS LIVE HERE.
 - Costumed teens promoting motorist to Slow down, watch for pedestrians and Bicyclist
 - Movable Radar Signs
 - o Building community capacity among the neighborhood organizations
- Boulevart painted murals on neighborhood residential streets. The program combines neighborhood traffic calming with community building and results in a truly public work of art.

<u>Neighborhood Enhancement</u>: Projects are designed to create safety and minimize or remove neighborhood blight through community engagement activities.

- Promote beautification through mini clean sweeps, planting and maintenance
- Connect neighbors with programs to enhance landscaping
- Educate neighbors how to find numbers on light poles and call in for repair
- Connect neighbors to programs to support lighting of property
- Connect with business owners to improve streetscape and safety

<u>Community Outreach:</u> Events and activities are a community-building program to increase safety, network, exchange best practices, and market or communicate other Southeast project activities and objectives.

- Bring families, youth, and communities members together in a social setting
- Provide community networking opportunities
- Provide local teen and family-oriented diversion
- Provide opportunities for positive interaction with RPD and community
- Provide Public Forum Safety events/forums (e.g. Health Fairs/College Fairs/Employment Fairs, etc.) Recruiting (e.g. Neighborhood Safety Planning, PAC-TAC, Neighborhood Associations/Projects, Annual Celebrations, National Night Out, etc.)

4.0 Project Scope:

Any area in the South East Quadrant that has a traffic safety issue. All Traffic Calming analysis and planning will begin January 2014. Traffic Calming sites and initiatives will be identified by the communities' initiative and need. Start dates will depend on analysis, planning, and weather.

Neighborhood Enhancement project funding for neighborhood landscapes and streetscapes will be available for City recognized established Southeast neighborhood associations as of December 1, 2013 and block clubs organized as part of this initiative. A recognized and vetted, not-for-profit fiduciary agency will receive the targeted funds.

Community Outreach events will give additional opportunities for neighborhood building, recruitment and sharing of safety ideas between neighbors. There will be approximately 30 projects or initiatives in neighborhoods throughout the Southeast slated to begin in February, of which 5 will include movie nights to bring neighbors and block clubs together to share success and learn new ideas before viewing the movie. The events for 2014 dates and locations, including movie nights, will be determined by community groups and community planners in the Southeast. Movie nights will start in May 2014.

4.1 Resources Neede				
Item	Cost/Item	Quantity	Total	Comments
Costumes	\$1,200	1	\$1,200	6 Volunteer performers.
Props for events,	500	1	\$500	e.g. Hoola hoops, skooters, pogo sticks
Professional Fees & Contract Services	\$1,000	1	\$1,000	Visiting professors & workshops with <u>David Sloan Wilson</u> , SUNY Distinguished Professor of Biology and Anthropology at Binghamton University in New York. David Sloan Wilson, author of The Neighborhood Project: Using Evolution to Improve My City, One Block at a Time
Production of 5 roving sandwich boards	\$300	5	\$1,500	
Mobile Radar Signs	\$4,500	2	\$9,000	One Time Purchase (Traffic Logix) (10)
Promotion for Events	\$150	5	\$750.	C. S. Fill C. G. Gridge (Traine Legix) (10)
Food for planning events	\$150.	4	\$600	(City Grocery Store Gift Cards) Pilot +3 events
Rent for facility for speaking engagement	\$1,500	1	\$1,500	if facility not provided by City
Food for speaking event	\$250	1	\$250	Grocery Store Gift Card
Personnel: Part Time Staff (not a city position)	\$6,144	1	\$6,144	Planning and onsite work for Pilot and 4 Subsequent events. Same for events before June 2014 \$16/hr for eight (8) 40 hr. wks= \$5,120 \$16/hr for eight (8) 8 hr. days= \$1,024
Mileage for part-time staff	\$.56.5 per mile	60 miles	\$340	12 miles x 5 months x56.5 per mile
Bumper Sticker Campaign	\$800	5000	\$800	Need a Catchy slogan : (e.g." Driving Slow : Watching for Children "
City Charges for Block Party permits, barricades, refuse containers	\$75	30	\$2250	Encourage New and Continuing Community Involvement
Office Supplies	\$200	1	\$200	Paper, tape, pens, etc.
Ads in "City" Newspaper	\$650 \$565+ tax	6	\$3,900	Educate Drivers re: Yield to Pedestrians is a State Law, Etc., Stats,
Project SCION landscaping consultation	\$900	2	\$1800	Consultation with neighbors to plan and design neighborhood landscaping, including gateways
Community Beautification Funds \$300 x 32 Neighborhood Groups	\$300	33	\$9,900	Purchase of Goods only (e.g. tools, gloves, bags, seeds, plants, planters, pots, signage, paint, brushes, etc.)
License Movies [SWANK]	\$250	5	\$1,250	SWANK Public Viewing Movie License
City Refuse/Roll off	\$200	5	\$1,200	Outside Projects
City Permits	\$200	2	\$400	Outside Projects
Portable Toilet Costs	\$450	2	\$900	Outside Projects
Administration fee for	\$4,538	<u></u> 1	\$4,538	10% of total Cost

Total Budget estimate is \$49,922.00

5.0 Milestones:					
#	Milestone	Start	End	Responsibility	
1	Introduce idea to neighborhood activists and neighborhood groups through NSC	As soon as the project is approved and funded		Lisa Reagan, Marcia Zach and Nancy Johns Price	
2	Have a pilot event that gets press coverage to educate others about the issue and acts as a model	January 2014	December 2014	Volunteers of Community Engagement Committee of the South Wedge Planning Committee, Highland Park Traffic Calming Committee and Cypress/Linden Neighbors	
3	Publicize success of initial event and recruit additional organizations	TBD	May 2014		
4	Have subsequent events and gain publicity	February 2014	December 2014		
5	Select Community Events/Locations	February 2014	April 2014	Based on Community Planning Needs	
6	Buy SWANK Movie Licenses	March 2014	May 2014	Based on Community Planning Request	
7	Prepay Port-a-Potty Distributor	April 2014	May 2014	Based on Total number of outside venues.	

6.0 Stakeholders:					
Name	Role				
Highland Park Neighborhood Traffic Calming Committee	Generate volunteers, plan and organize event				
Cypress/Linden Neighbors	Generate volunteers, plan and organize event				
Community Engagement Committee of the South Wedge Planning Committee	Support generation of volunteers, planning and implementation				
Southeast Neighborhood Residents, Neighborhood Associations and Agencies	Generate volunteers, plan and organize event				
Southeast Neighborhood Residents, Neighborhood Associations, or Agencies	Implement, coordinate, plan, and execute Block Club and Movie Night events				
City of Rochester, SE NSC	Recruiting, Hiring, Contracting				

7.0 Core Project Team:					
Name	Role	Area			
Lisa Reagan	Delegate	Cypress/Linden			
		Neighborhod			
Marcia Zach	Delegate	Highland Park			
		Neighborhood			
Sandra Lake	Delegate	Laurelton Area Units Great			
		Homes (LAUGH)			
Marilyn Schutte	Delegate	N. Winton Village			
Barbara McMillon	Delegate	Beechwood			
Bryce Miller	Delegate	NEMNU- North East Main			
		Neighbors United			
South East Quadrant Team	Technical Advisors	South East Quadrant			
Erik Frisch	Technical Advisor	City of Rochester			
Special Events	Technical Advisors	City of Rochester			
RPD	Safety Advisors	City of Rochester			
City Horticulturalist	Technical Advisors	City of Rochester			
Project Scion	Community experts	Professionals Landscaping			
Cornell Cooperative Extension	Community experts	CCE of Monroe County			